



**Short Term open e-Tender invitation for
Selection of Media Agency for Media Production
and on ground activation
of
'Pariksha Pe Charcha 2025'**

NIT No.: EdCIL/EIS-EPS/MOE/EM-PPC2025

Dated: 06/01/2025

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This TENDER is not an Agreement and is neither an offer nor invitation by the Authority to the prospective Bidders or any other person. The purpose of this TENDER is to provide interested parties with information that may be useful to them in making their financial offers (BIDs) pursuant to this TENDER. This TENDER includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TENDER may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TENDER. The assumptions, assessments, statements and information contained in the Bidding Documents, especially the Feasibility Report, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this TENDER and obtain independent advice from appropriate sources.

Information provided in this TENDER to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

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The issue of this TENDER does not imply that the Authority is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Bidders or BIDs without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its BID including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority, site visits, investigations, studies, or any other costs incurred in connection with or relating to its BID. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the BID, regardless of the conduct or outcome of the Bidding Process.

ABBREVIATIONS

AS	Advisory Services
BOQ	Bill of Quantity
CPSE	Central Public Sector Enterprise
CV	Curriculum Vitae
DAVP	Directorate of Advertising and Visual Publicity
DD	Demand Draft
DPR	Detailed Project Report
DSC	Digital Signature Certificate
EdCIL	Educational Consultants India Limited
EIS	Educational Infrastructure Services
EM	Event Management
EMD	Earnest Money Deposit
EPS	Educational Procurement Services
FDR	Fixed Deposit Receipt
GOI	Government of India
HESPIS	Higher Education Statistics and Public Information System
ICT	Information and Communication Technology
IECC	International Exhibition cum Convention Centre
IIM	Indian Institute of Management
IIT	Indian Institute of Technology
IIIT	Indian Institute of Information Technology
IISER	Indian Institute of Science Education and Research
LLP	Limited Liability Partnership
LOA	Letter of Award
MDM	Mid-Day Meal
MOE	Ministry of Education

MORD	Ministry of Rural Development
MSDE	Ministry of Skill Development and Entrepreneurship
MSME	Micro, Small & Medium Enterprises
NCR	National Capital Region
NIC	National Informatics Centre
NIT	Notice Inviting Tender
NMEICT	National Mission on Education through Information & Communication Technology
NSDC	National Skill Development Corporation
PBG	Performance Bank Guarantee
PMC	Project Management Consultancy
PMMMNMTT	Pandit Madan Mohan Malviya National Mission on Teachers & Teaching
PMO	Prime Minister's Office
PMSU	Project Management Support Unit
PPC	Pariksha Pe Charcha
PPT	Power Point Presentation
PQ	Pre-Qualification
PSU	Public Sector Undertaking
QCBS	Quality cum Cost Based System
RFP	Request for Proposal
SOW	Scope of Work
SSA	Samagra Shiksha Abhiyan
SSC	Sector Skill Councils
TOE	Tender Opening Event
TSG	Technical Support Group
VIP	Very Important Person

DEFINITIONS

Authorized Signatory	The bidder's representative/ officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding service provider.
Bid	"Bid" means the response to this document presented in Two documents, Technical Bid and Financial Bid, which are supplied with necessary documents and forms as given in Annexure/s, complete in all respect adhering to the instructions and spirit of this document.
Bidder	"Bidder" means any service provider/ agency/ company/ contractor/ supplier responding to Request for Proposal and who makes a Bid.
Contract	"The Contract" means the agreement entered into between EdCIL and the selected bidder(s) in terms of clauses mentioned.
Contractor	means a Service provider/ Agency means who is able to provide services to EdCIL.
Day	"Day" means a working day as per Government of India (GOI).
EdCIL	EdCIL (India) Limited.
TC	Tender Committee
NCR	Only for this tender purpose, NCR may include Delhi, Gautam Budh Nagar (NOIDA & Greater Noida), Ghaziabad, Faridabad, Gurgaon.
Tendering Authority	EdCIL in this Bid Document.
Services	"Services" means the services to be delivered by the successful bidder and as required to run the project successfully as per the Contract. A service is the intangible equivalent of an economic good.
Agency	" Agency " means a Service provider/ Contractor who is able to provide services to EdCIL.

Proposal	"Proposal" means the Technical Proposal and the Financial Proposal of the Consultant.
RFP	"RFP" means the Request for Proposals to be prepared by the agency.
Client	EdCIL/ Ministry of Education

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CHAPTER - 1: INTRODUCTION

EdCIL (India) Limited, a **Mini Ratna CPSE** (Central Public Sector Enterprise), was incorporated in 1981, under the Ministry of Education (MOE). It is an ISO 9001:2015 & 14001:2015 Certified Company. It is a continuously dividend paying and profit-making company and the only CPSE (Central Public Sector Enterprise) under the Ministry of Education to serve the education sector.

1. The company over its Four decade of existence has executed many projects and consultancies and has a large number of satisfied clients spanning across Govt. of India, State Governments, Foreign Missions, Autonomous Bodies, Centres of Excellence (IITs, IIMs, IIITs, IISERs etc.) and large corporates.
2. EdCIL offers a wide range of Information and Communication Technology (ICT) consultancy, Turnkey and Technology solutions in different segments of Education and Human Resource Development within the country and overseas. EdCIL currently runs Project Management Support Units (PMSUs) known as Technical Support Groups (TSGs) for Pan India projects of Ministry of Education like "Samagra Shiksha Abhiyan (SSA)", "PM Poshan (PMP)", "National Mission on Education through Information & Communication Technology (NMEICT)", "Higher Education Statistics and Public Information System (HESPIS)", "Rashtriya Uchchar Shiksha Abhiyan (RUSA), Rashtriya Madhyamik Shiksha Abhiyan (RMSA) etc.
3. EdCIL's expertise is founded in the following areas:

3.1. Educational Infrastructure Services (EIS): EdCIL provides Educational Infrastructure Services (**Turnkey execution and Project Management Consultancy (PMC) from concept to commissioning**) services to the Educational Institutions.

3.2. Educational Procurement Services (EPS): EdCIL provides support & assistance in the **Procurement of educational aids** ranging from school kits to hi-tech laboratory equipment focusing on maximizing Total Cost of Ownership in educational and human resource development space.

3.3. Advisory Services (AS): EdCIL offers advisory services ranging from preparation of **Detailed Project Report (DPR)**, formulation for setting up of any Educational Institution, organizational restructuring, impact assessment studies and curriculum deigning etc. Following key services are offered by the Advisory vertical in the Education (School Chains and Higher education) and HR advisory space:

- Preparation of Concept notes & Detailed Project Reports (DPRs) (Greenfield and Brown field), for all domestic institutions across states and central ministries and for expansion of global institutions in select countries in South East Asia and the Middle East
- Organization Restructuring (sectoral/institutional)

- Improving Operational Efficiency
- Digitization Planning
- Training Design include teaching-learning resource development
- Impact assessment of two to three key schemes across different states
- Designing of new educational schemes

3.4. Online Testing & Assessment Services: EdCIL offers **online recruitment** services to various Government Departments/ Public Sector Undertakings, Educational Institutions in order to select and appoint executives for various organizations, on Pan-India Basis. This is a large and high growth vertical of the company with opportunities for further increase in market share in view of the large size of market both in India and overseas.

3.5. Digital Education System (DES): EdCIL has focused on all emerging areas of **IT/ICT** applications in the both **Schools and Higher education**, such as Wi-Fi and Network Solutions, ERP implementation, E-content preparation, Virtual Classrooms and Smart Campuses etc.

3.6. Overseas Education Services (OES): The following are the services specifically offered to high potential target markets covering mostly SAARC, Middle East and African nations:

- Placement of Overseas Students in select Indian Institutes (sponsored schemes as well as SFS segments)
- Placement of Indian faculty in overseas institutes.
- Student/faculty exchanges.

3.7. Technical Support Group (TSG): EDCIL provides project management services & support to extend operational support to Ministry of Education (MOE) in implementing several mission mode projects/ schemes in achieving the national objectives in the education spectrum.

3.8. Study in India Programme: MOE appointed EdCIL as executing agency for implementation of "Study in India"; the initiative aims to make India a preferred education hub for students all across the globe, by elevating its position in the global educational landscape.

4. The company has expertise and large network of alliance partners and tie-up with quality monitoring bodies to undertake skill building including Information and Communication Technology (ICT) training and Teachers training projects. The successful clients include:

National

Various Ministries; State Government; Statutory/ Autonomous Bodies/ Public Sector Undertakings; Private Sector;

Overseas

Alemaya Agricultural University, Ethiopia; Association of Professional Engineers, Scientists and Managers (APESMA), Australia, DEAKIN University, Australia; Arba Minch Water Technology Institute, Ethiopia; Atilim University, Turkey; British Universities India Consortium, United Kingdom; New Zealand Education International Ltd. New Zealand; University of Kocaeli, Turkey; University of Witwatersrand, South Africa; Wellington Polytechnic, New Zealand etc.

5. EdCIL has executed several projects in above mentioned areas with international finance assistance viz., the World Bank, Asian Development Bank, African Development Bank and other International funding institutions.

CHAPTER - 2: NOTICE INVITING TENDER

NIT No.: EdCIL/EIS-EPS/MOE/EM-PPC2025

Date: 06/01/2025

1. EdCIL (India) Limited, on behalf of Ministry of Education invites short term open e-tender in the two packet QCBS system from an Expert and experienced Media Agencies for Media Production and on ground activation of 'Pariksha Pe Charcha 2025' (PPC2025). PPC 2025 is a unique interaction programme of Hon'ble Prime Minister of India with the Students, Teachers and Parents to beat the terminal exam stress.
2. The eligible bidders are invited to participate, having proven track record & experience in Media production, On ground activation, Digital & Social Outreach (Celebrity, Influencer, Community marketing), Contests and Giveaways, Interactive Experiences Surveys and Feedback with efficient Technological tools for impact measurement of a campaign apart from expertise & experience in Creative conceptualisation, Creative Production & On ground Event Management.

S. No.	Item	Details
1	Name of Work: Media Production and on ground activation of " Pariksha Pe Charcha 2025 " with all related activities, preparations, media activities and protocols.	Place: Reputed Studios in Mumbai, Delhi and few other locations Across India
2	Date of availability of Tender Document	06.01.2025 to 09.01.2025 up to 11:00 hours
3	Mode of Selection	Short Term Open e-Tender two packet on QCBS system
4	Last date and time for submission of bids	09.01.2025 up to 12:00 hours
5	Bid validity	30 days from the date of submission of Bid
6	Opening of Technical Bid	09.01.2025 at 12:30 hours
7	Presentation by the Bidders to the Evaluation Committee	09.01.2025 at 15:00 hours (changes, if any will be intimated on email)
8	Opening of Financial Bid	Qualified bidders would be informed separately
9	Earnest Money Deposit (EMD)	Rs. 10,00,000/- (in the form of Demand Draft/ bank transfer)
10	Cost of Bid Document	"NIL"

2. Earnest Money Deposit (EMD)

2.1.The bidder shall furnish along with the bid, an Earnest Money Deposit amounting to Rs. 10,00,000/- (Rupees Ten Lakhs Only) in the form of Demand Draft/ Bank Transfer favouring EdCIL India Limited payable at Noida. EdCIL's bank account details for online transfer are enclosed at Annexure-VI. Bids received without EMD shall be summarily rejected.

2.2.The earnest money of unsuccessful bidders shall be returned later after issue of Letter of Award (LOA) to the successful bidder or signing of contract with the successful bidder, whichever is earlier. No interest on EMD money shall be paid.

2.3.EdCIL reserve the rights to cancel this tender without assigning any reasons.

- 3.** All the Participated Bidders qualifying the minimum eligibility criteria should submit their PPT along with Bid in PDF and bring the copy of presentation (PPT) and present before the Evaluation Committee on the scheduled date and time at EdCIL House, 18A, Sector 16A, Noida.

Chief General Manager (EIS & EPS)
EdCIL (India) Limited,
18 A, Sector-16A, Noida-201 301
Landline no.: 0120-4310840
Email: cgm.infracivil@edcil.co.in,
eprocure@edcil.co.in
Tel: +91120-4156001, 4154003,
0120-2512004,05,06 [EPBX.: 600].

CHAPTER 3: INSTRUCTIONS FOR E-TENDERING

1. Instructions for Online Bid Submission:

1.1. Following the Government of India's directives, EdCIL (India) Limited has adopted E-tendering, which is an open platform for submission of tenders online in a seemed manner and transparent to meet the requirements of end users.

1.2. For conducting electronic tendering, EdCIL (India) Limited has decided to use Electronic tender portal link available with detailed information on e-tendering process at EdCIL website. This portal built using Electronic tender's software is referred to as <http://www.tenderwizard.com/EDCIL>.

1.3. The bidders are required to submit soft copies of their bids electronically on <http://www.tenderwizard.com/EDCIL> e-tendering website, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the Tender Wizard E-Tendering Portal, prepare their bids in accordance with the requirements and submitting their bids online on the Tender Wizard E-Tendering Portal.

1.4. The scope of work to be tendered is available in the complete bid documents which can be viewed/ downloaded from Tender Wizard E-Tendering Portal of <http://www.tenderwizard.com/EDCIL>. Both Technical Bid and Financial Bid will be submitted concurrently duly digitally signed in the website <http://www.tenderwizard.com/EDCIL>. No claim shall be entertained on account of disruptions of internet service being used by bidders. Bidders are advised to upload their bids well in advance to avoid last minute technical snags.

1.5. All Corrigendum/ Addendum/ Amendment/ Corrections, if any, will be published on the website <http://www.tenderwizard.com/EDCIL>.

1.6. It is mandatory for all the applicants to have class-III Digital Signature Certificate (in the name of person who will sign the bid document) from any of the licensed certifying agency (Bidders can see the list of licensed Certifying Agencies from the link www.cca.gov.in) to participate in e-Procurement of EDCIL.

1.7. It is mandatory for the bidders to get their firm / company registered with e-procurement portal of EDCIL, i.e. www.tenderwizard.com/EDCIL to have user ID & password by submitting a non-refundable annual registration charges of Rs. 2,000/- (Registration charges for 1 year) (Exclusive of taxes, levies, etc.) Which can be paid online using the e-payment gateway to KEONICS through the portal address mentioned above? The registration so obtained by the prospective bidder shall be valid for one year from the date of its issue and shall be subsequently renewed.

- a) Participant shall safely keep their User ID and password, which will be issued by the service provider i.e. KEONICS Ltd. upon registration, and which is necessary for e-tendering.

- b) Bidders are advised to change the password immediately on receipt of activation mail.
- c) Bidders shall not disclose their User ID as well as password and other material information relating to the e-tendering to any one and safeguard its secrecy.

1.8. Tenders should be submitted only through Tender Wizard E-Tendering Portal and obtain the Tender Acknowledgement copy as a proof of successful submission.

1.9. Vendors are requested to contact at Tender wizard Helpdesk for any information regarding E-tendering / training.

- a) For online registration, intended bidders may write us at harishkumar.kb@etenderwizard.com or contact no. 080-40482100/ 9964074577/ 9650520101
- b) For any further query related to Training Session, Tender Uploading/ downloading or any other query related to tender please contact Tender wizard Helpdesk.

Telephone: 080-40482100/ 9650520101/ 9964074577 or
write us mail on Email Id:- harishkumar.kb@etenderwizard.com,

2. **Digital Signature Certificates**

For integrity of data and authenticity/non-repudiation of electronic records, and to be compliant with IT Act 2000, it is necessary for each user to have a Digital Signature Certificate (DSC). Also referred to as Digital Signature Certificate (DSC) of Class 2 or above, issued by a Certifying Authority (CA) licensed by Controller of Certifying Authorities (CCA) [refer <http://www.cca.gov.in>].

3. **Registration**

3.1. To use the **Tender Wizard E-Tendering Portal**, vendors need to register on the portal by going on the link provided at EdCIL tender webpage as <http://www.tenderwizard.com/EDCIL>. Registration of each organization is to be done by one of its senior persons who will be the main person coordinating for the e-tendering activities. In **Tender Wizard Portal** terminology, this person will be referred to as the Super User (SU) of that organization. For further details, please visit the website/portal, and click on the 'Supplier Organization' link under 'Registration' (on the Home Page) and follow further instructions as given on the site. Pay Annual Registration Fee as applicable.

3.2. After successful submission of Registration details and Annual Registration Fee, please contact **Tender Wizard** Helpdesk (as given below), to get your registration accepted/activated.

3.3. **Important Note:**

I. To minimize the problems during the use of **Tender Wizard E-Tendering Portal** (including the Registration process), it is recommended that the user should use as per the instructions given under 'Tender Wizard E-Tendering Portal User-Guidance Centre' located on Home Page, including instructions for timely registration on Portal. The instructions relating to 'Essential Computer Security Settings for Use of Tender Wizard E-Tendering Portal and 'Important Functionality Checks' should be especially taken into cognizance.

II. Please note that even after acceptance of your registration by the Service Provider, to respond to a tender you will also require time to complete activities related to your organization, such as creation of users, assigning roles to them, etc.

4. **SEARCHING FOR TENDER DOCUMENTS**

4.1. There are various search options built in the Tender Wizard E-Tendering Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID/ Tender Search Code (TSC), organization name, location, date, value, etc. There is also an option of advanced search for tenders, where in the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other key words etc. to search for a tender published on the Tender Wizard E-Tendering Portal.

4.2. Once the bidders have selected the tenders they are interested in, they may download the required documents/ tender schedules. This would enable the Tender Wizard E-Tendering Portal to intimate the bidders through e-mail alert in case there is any corrigendum issued to the tender document.

4.3. The bidder should make a note of the unique Tender ID/ Tender Search Code (TSC) assigned to each tender, in case they want to obtain any clarification/help from the Help desk.

5. **PREPARATION OF BIDS**

5.1. Bidder should take into account any corrigendum/ addendum published on the portal before submitting their bids.

5.2. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents-including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

5.3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and generally, they can only be in PDF

format. Bid documents may be scanned with 100dpi with black and white option.

6. **SUBMISSION OF BIDS**

6.1. Bidder should log into the site well in advance for bid submission and complete all formalities of registration (at least two days in advance of the closing date) so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be sole responsible for any delay in uploading of bid within the stipulated time.

6.2. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

6.3. Bidder has to pay the EMD as applicable through demand draft as per tender condition in favour of "**EdCIL (India) Ltd**" payable at **Noida** and enter details of the instruments. An original copy of demand draft for EMD is required to be submitted.

6.4. A standard Financial Bid form has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the financial bid format is found to be modified by the bidder, the bid will be rejected.

6.5. The server time (which is displayed on the bidder's dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

6.6. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

6.7. Upon the successful and timely submission of bids, the portal will give a successful bid submission message & bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

7. **ASSISTANCE TO BIDDERS**

7.1. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority. For any other tender related queries bidders are requested to contact on below given numbers/email.

EdCIL/ Tender Wizard E-Tendering Portal Helpdesk	
Teleph one/ Mobile	Customer Support: 080-40482100 (Multiple Telephone lines) Emergency Mobile Numbers: 9964074577/ 9650520101 (Please contact in case of emergency during non-working hours.)

E-mail ID	To Tender Wizard harishkumar.kb@etenderwizard.com varun.b@etenderwizard.com & cc to: cgm.infracivil@edcil.co.in eprocure@edcil.co.in
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8. Offline Submissions: (AS PER TENDER REQUIREMENT)

8.1. The bidder is requested to submit the following documents in a Sealed Envelope to the above-mentioned address (given in NIT) before the start of Public Online Tender Opening Event.

- i. **Original Demand Draft as EMD in the form of Demand Draft/ Bank Transfer.**
- ii. **Original copy of the power-of-attorney, if applicable.**
- iii. **Bidders are advised to submit the technical bid documents fulfilling the minimum qualification criteria.**

Note: The Bidder should also upload the scanned copies of all the above-mentioned original documents as Bid-Annexure during Online Bid-Submission.

8.2. The envelope shall bear (the project name), the tender number and the words 'DO NOT OPEN BEFORE' (due date & time).

9. MINIMUM REQUIREMENTS AT BIDDER'S END

9.1. Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity

9.2. Digital Certificate(s)

Note:

9.3. The Bid shall be typed in English and signed by the Bidder or a person duly authorized to bind the Bidder to the Contract. The person(s) signing the Bids shall initial all pages of the Bids.

9.4. All envelopes should be securely sealed and stamped.

9.5. It is mandatory for the Bidder to quote for all the items mentioned in the tender.

CHAPTER-4: BRIEF INFORMATION ON PROGRAM

The overall theme of the Media Production and on ground activation of **Pariksha Pe Charcha 2025** is to create buzz among **students how to beat the Examination Stress**.

Program: To Cover Interaction with Students, Teachers and Parents to beat Examination Stress.

EdCIL, in line to the Ministry of Education, Government of India has envisioned the coverage to be grand, wide spread and thus plans to invite Eminent personalities/ experts from different field of Sports, Music and Arts, Industry, Startups, PPC Alumni/Toppers, civic organizations, tech experts and as well as reputed citizens to interact as expert panelists with students how to beat stress with better mental clarity, emotional balance, keeping fit by sports, Arts, Music, with the help of technology & AI, etc.. The Coverage and on ground activation of this stature of interaction based on previous years PPC messages, related publications and telecast requires the services of an expert media agency having prior experience in Media Production, management and on ground activations of such Interactions with students.

The selected bidder is required to be well versed with VVIP/ Eminent personalities/ Celebrities' protocols, guidelines, systems of organizing and producing such interactive offline and online media events. The selected bidder is expected to proactively work as defined in the scope of work, broadly classified in the following areas:

- a) Management Logistics, coordination etc., for participants, panelists, etc.,
- b) General end-to-end Media production, management and on ground activation,
- c) Printing of related documents, collaterals, and publicity material,
- d) Public Relation and print/digital media

Panelists and participants

Production of 7 or more episodes as a part of the media production and on ground activation is planned at reputed studios/ venues / Indoor or outdoor locations at Mumbai, Delhi and at anywhere in India. Participation of about 50 number of students, teachers & parents to interact with Experts/eminent personalities as panelists.

CHAPTER-5: SCOPE OF WORK

The scope of work for the media agency is described as under but not limited to the following. For the Media production and On Ground activation of PPC 2025 following are the Broad requirements to organize a media production plan for an interaction between 3/4 celebrities and 50 participants (students, parents and teachers) per episode:

I. Pre-Production (Planning)

5.1 Concept & Objectives:

- Define the purpose of the interaction (e.g., Q&A, performance, workshop, etc.).
- Establish clear goals and desired outcomes.
- Determine the overall tone and style of the event.
(Preparation of concept note and script which would be discussed with EdCIL/ MOE. Concept shall be finalized on direction of MOE and start with the Media production of each episode's film making)

5.2 Logistics:

- Date, Time & Venue: Secure a suitable location with adequate space and facilities. Consider accessibility for all participants.
- Location Scouting: Finding and securing the film studio or other indoor/ outdoor filming location.

5.3 Celebrity Management:

- Confirm celebrity availability and contracts.
- Coordinate travel, accommodation, and hospitality.
- Establish clear communication channels with their representatives.
- Casting/Talent Acquisition: Hiring celebrities, hosts, performers, or other talent.

5.4 Participant Management:

- Send invitations and manage RSVPs.
- Organize seating arrangements and any necessary on-site support.

5.5 Content & Format:

- Script/ Run of Show: Create a detailed program outlining the sequence of events. Planning the narrative or flow of the event, including any scripted interactions or segments.
- Interaction Design: Plan how the interaction between celebrities and participants will be facilitated (e.g., moderated Q&A, small group discussions, etc.).
- Visuals & Branding: Design any necessary graphics, logos, or branding materials.

5.6 Technical Requirements:

- Audio: Microphones (lavalier, handheld, podium), sound system, audio mixer, recording equipment.
- Video: Cameras (number and type depending on the desired coverage), tripods, lighting, video switcher, recording equipment.

- Set Design and Construction: Creating the physical environment for filming. Staging & Set Design: Backdrop, stage furniture, props.
- Technical Planning: Determining camera angles, lighting, sound, and other technical requirements.

5.7 Production (Filming/Recording):

- Camera Operation: Capturing footage of the event, including interactions between celebrities and students.
- Sound Recording: Capturing clear audio of dialogues, performances, and other sounds.
- Lighting: Setting up appropriate lighting for optimal video quality.
- Direction: Guiding the talent and crew to ensure the desired outcome.
- Internet/ Connectivity: Reliable internet connection for live streaming (if applicable).

5.8 Legal & Permissions:

- Obtain any necessary permits or licenses for the event.
- Secure release forms from participants for recording and use of their image/voice.

II. Production (Execution)

5.9 Crew:

- Director: Oversees the entire production.
- Technical Director: Manages the technical aspects (audio, video, lighting).
- Camera Operators: Capture the event from different angles.
- Sound Engineer: Manages the audio.
- Stage Manager: Coordinates activities on stage.
- Production Assistants: Provide general support.

5.10 On-Site Coordination:

- Ensure smooth transitions between segments.
- Manage time effectively.
- Handle any unexpected issues or emergencies.

5.11 Recording & Documentation:

- Record the event in high quality (audio and video Interviews/ Bytes of key dignitaries, celebrities, interaction with students, activities, etc.). All Production in HD format, Shooting as required at indoor/ outdoor locations of Mumbai, Delhi and other locations in India. Maintaining raw records of all activities for review or additions.
- Take photographs for promotional purposes. Clubbing the raw still pictures and videos for making Audio-Visuals, Utilization of Voice Over Artists, online or offline music, Voice over shall be in English, Hindi and regional languages.

III. Post-Production (After the Event)

- Editing: Edit the recorded footage to create a final product (if applicable).
- Distribution: Share the recording (e.g., online streaming, DVD/ HDD etc.).
- Evaluation: Gather feedback from participants and stakeholders to assess the success of the event. Specific Considerations for Interacting with Students, Parents, and

Teachers:

- Content Relevance: Ensure the content is appropriate and engaging for all age groups.
- Respectful Communication: Foster a welcoming and inclusive environment.
- Educational Value: Consider incorporating educational elements or takeaways.
- Logistics & Safety: Prioritize the safety and well-being of all participants, especially students.
- Video Editing: Assembling the footage into a cohesive final product.
- Sound Mixing: Balancing and enhancing the audio.
- Visual Effects (VFX): Adding any special effects or graphics.
- Color Correction: Adjusting the colors to create a consistent look.
- Distribution: Preparing the final product for release on various platforms (e.g., online streaming, social media, television).
- Careful planning and executing each stage of the production to create a successful and memorable interaction between celebrities and Students.

IV. On-Ground Activation Activities:

5.12 Pre-Event Engagement:

- Social Media Promotion: Creating buzz and excitement before the event using a media plan and influencer amplification
- Contests and Giveaways: Engaging potential attendees and generating interest.
- Public Relations: Reaching out to media outlets to promote the event.

5.13 Live Event Activities:

- Interactive Experiences: Setting up booths or stations where students can participate in activities related to the event's theme.
- Performances: Live music, dance, or other performances to entertain the audience.
- Meet-and-Greets: Opportunities for students to interact with celebrities.
- Photo Booths: Providing fun photo opportunities for attendees.
- Games and Competitions: Organizing games or competitions to engage the audience.
- Product Demonstrations: Showcasing products or services related to the event.

5.14 Post-Event Engagement:

- Social Media Follow-up: Sharing photos and videos from the event.
- Surveys and Feedback: Gathering feedback from attendees to improve future events.
- Continued Online Interaction: Maintaining engagement with the audience through social media and other online platforms.
- Specific Activities for scenario of 4 celebrities interacting with 50 students, here are some tentative activities:

5.15 Media Production:

- Filming the interactions between celebrities and students, including Q&A sessions, workshops, or collaborative projects.
- Recording any performances or presentations by the celebrities or students.
- Creating a highlight reel or documentary of the event.

5.16 On-Ground Activation:

- Organizing icebreaker activities for students to interact with each other and the celebrities.
- Setting up interactive exhibits or displays related to the celebrities' work or the event's theme.
- Hosting a "high tea" session where students can have informal conversations with the celebrities.
- Creating a dedicated social media hashtag for the event and encouraging attendees to share their experiences online.
- By combining these media production and on-ground activation activities, a comprehensive and engaging event to be created that leaves a lasting impact on both the participants and the students.

5.17 Production of promo / teaser videos:

- Duration: 1 minute, 30 seconds
- Mix of stock footage, footage from previous PPC events and 2D or 3D animated graphics wherever needed
- English (narration and graphics) and Hindi (narration and graphics)
- Development of story board and scripts
- License for all music, audio and video rights
- Voice over narration
- 4K and/or full HD in several versions:
 - 16:9 and 9:16 HD ready and full HD
 - a fully-mixed version / and an unmixed version with project timelines

5.18 Budget: Develop a detailed cost covering of all expenses (venue, equipment, personnel, catering, etc.) for Financial bid submission.

V. PARIKSHA PE CHARCHA - TRACK EVENTS THEMES & FLOWS

Episode 1 : Coordination between Mind and Body

- 1) A Panelists to be suggested
- 2) Welcome & Introduction: With a short introductory video showcasing the theme
- 3) Guided Discussion: Students activities and interaction by panelist. Various theme-based Topics to be covered.
- 4) Open Q&A with Students: Students get the opportunity to directly interact with the guest,
- 5) Activity: The guest leads the audience.
- 6) Closing Session: The session wraps up with the guest sharing his ideas
- 7) Testimonial Corner: Students can record their experiences post-event with a serene backdrop, featuring inspirational quotes or a calming scene

Episode 2 Sports Edition – Pressure management with sports and exercise

- 1) Suggest Panelists: Sports Personalities

- 2) Welcome & Introduction: They introduce the theme of the session.
- 3) Panel Discussion
- 4) SPECIAL SEGMENT TED Talk: Each Panelist speaks
- 5) Open Q&A with Students: The floor will be opened for students to ask their own questions.
- 6) Activity: Interactive Group Discussion with Students & Parents. Fun, interactive activity blends elements of sports.
- 7) Closing Segment: As the event wraps up, each panelist shares their top talk aways
- 8) Testimonial Corner

Episode 3 Artists Edition – Art , Music and Stress management

- 1) Panelists Suggestions by bidder
- 2) Welcome & Introduction: The event opens with a warm and friendly welcome to a well-known Bollywood actor/s and a popular musician/s.
- 3) Panel Discussion: Students are encouraged to share their thoughts or questions
- 4) Open Q&A with Students: Students take turns asking questions directly to the panelists—anything
- 5) Activity: A fun activity to get students involved while teaching them how to perform under pressure.
- 6) Closing Segment: Message by each panelist
- 7) Testimonial Corner

Episode 4 Tech & AI Edition - Using Tech As Your Study Partner

- 1) Panelists Suggestions by bidder
- 2) Welcome & Introduction: Event to begin with a warm introduction to tech industry experts
- 3) Panel Discussion: how tech can help students
- 4) Open Q&A with Students: Students ask the panelists questions about leveraging technology effectively and Expert Advice
- 5) Activity: On AI in learning
- 6) Closing Segment: "Future-Ready Strategies". Panelists share advice on staying updated with tech,
- 7) Testimonial Corner

Episode 5 : Nutrition Edition: Nutrition for Body and Success

- 1) Panelists Suggestions by bidder
- 2) Welcome & Introduction
- 3) Panel Discussion
- 4) Open Q&A with Students
- 5) Activity: "Build Your Brain-Boosting Snack"
- 6) Closing Segment: the experts share their top three nutrition tips
- 7) Testimonial Corner

Episode 6 : BOARD TOPPERS How Pariksha Pe Charcha Inspired Success

- 1) Welcome & Introduction: Each speaker to take on a 3–5-minute to introduce.

- 2) Panel Discussion - Practical Applications of PPC Mantras
- 3) Open Q&A with Students
- 4) Activity
- 5) Closing Segment: Top Takeaways from PPC: Each PPC LEGEND shares one actionable piece of advice for students to apply PPC lessons effectively.
- 6) Final Affirmation Chant: Everyone repeats: "I'm a Warrior, Not a Worrier."
- 7) Testimonial Corner: Students record short video testimonials or write reflections on how they plan to apply PPC lessons to their own journeys.

Episode 7 : Mental Health Edition

- 1) Panelists Suggestions by the Bidder
- 2) Welcome & Introduction
- 3) Guided Discussion
- 4) Open Q&A with Students
- 5) Activity
- 6) Closing Segment
- 7) Testimonial Corner: Students can record short video testimonials

VI. Venue/ Studio setup

1. Creative Innovative Ideas

- Creative and innovative design work for branding of the event.
- Elaborated presentation on the nature of subject work.
- The Presentation should be innovative and interesting in order to excite the imagination and interest of the student audience.
- Digital attractions and technology to be used to showcase the event.
- Overall theme and conceptualization of the event.
- Content and Audio – Visuals.
- Elaborated presentation on the nature of launches.
- Out of the box innovative thinking and idea generations.
- Use of technology.

2. Identification and sanitization of the Venue

The aim of this section is to help bidder to formulate a comprehensive map or plan of the site. Bidder will need to consider potential hazards, access and egress of emergency services, and other needs such as pedestrians, traffic and shelter.

Some considerations to get audience on the right track include:

- Where are the designated evacuation points?
- Take note of where the fire extinguishers are located – take note also of their tags and when they were last tested and all the fire extinguishers should be working

condition.

- A site plan is a map of the event and is essential for event planning and management.
- Schedule rain & extreme cold weather plan, if applicable.

3. Set up in the location provided by the partners

The bidder will be responsible for setting up the shoot at the locations provided by the Partners to achieve the proposed look and feel. To ensure smooth planning and execution, the following considerations must be addressed:

- **Site Mapping and Planning:**

The bidder must create a comprehensive site map or plan of the location. This plan will be crucial for shoot logistics, detailing key elements like crew movement areas, equipment placement, evacuation points, and pathways for emergency services.

- **Safety Measures:**

Identify and mark designated evacuation points clearly. Ensure all fire extinguishers are located, verified for functionality, and compliant with safety standards (check tags and test dates).

- **Emergency Preparedness:**

Plan for potential hazards and ensure clear access and egress routes for emergency services. Develop contingency plans for extreme weather conditions, such as rain or cold, to minimize disruptions to the shoot schedule.

4. Production and management

Effective production and management are the backbone of a successful shoot, ensuring that every phase—from pre-production planning to live execution—is seamlessly integrated, efficient, and aligned with the creative vision.

- **Planning**

- **Pre-Production Strategy:**
Crafting detailed shoot schedules, finalizing creative concepts, and aligning resources to match the project requirements.
- **Location Scouting and Readiness:**
Collaborating with partners to ensure shoot locations meet all technical and safety standards, including power access, logistics, and permissions.
- **Resource and Team Allocation:**
Organizing all required equipment, props, costumes, and crew assignments, leaving no detail overlooked.

- **Execution**

- **On-Site Coordination:**
Ensuring smooth collaboration between the crew, cast, and technical teams for timely scene execution.
- **Technical Setup and Operation:**

Setting up and testing cameras, lighting, sound, and other equipment to maintain high production quality.

- Risk Management:
Identifying and addressing potential challenges, including technical glitches, weather disruptions, or other unforeseen issues.

- **Taking Live**

- Pre-Live Readiness:
Rigorous testing of live transmission setups, with contingency systems in place to prevent interruptions.
- Real-Time Supervision:
Monitoring the live feed to ensure smooth transitions, audio-visual quality, and quick resolution of any issues.
- Post-Live Review:
Conducting an immediate debrief to identify learnings and improvements for future live shoots.

5. **Related Management to Media Production**

The bidder should provide essential Temporary Structures wherever required which includes - a stage or platform, a tent, marquee or booth, a seating stand, a prefabricated building. Event organizers should consult with their local government authority when temporary structures are required.

- **Lighting and Power:**

- Even in venues darkened for the performance, lighting should always be adequate to identify exits as well as corridors and aisles leading to them.
- Auxiliary battery power or generators should be installed to provide light in a power outage and to power the public address system.
- As many concerts are performed with only stage lighting, access to the main lighting or house lights is essential in case of an emergency.
- The location of the controls for these lights, and the operation of the controls, must be known to those on-site responsible for emergencies. The name and contact number of the controllers of light and DG set to be made available before the start of the event to the control room.
- Successful Bidder should have emergency light and power arrangement for the venue of event. The bidder should clearly describe about the arrangements of emergency power and lighting systems proposed for the event at the designated place. An electrician with his team of support staffs to be available during the entire event.

- **Signage:**

- Clear appropriate signage is essential.

- When and where signage can be placed. Examples of signage required include: Entrances and exits, directions/ ways, seating arrangements, Parking, Toilets, First Aid post, Security information/ Communication/ Incident Control Centre. As per requirement and item given in BOQ, trained manpower/ ushers to be provided in case of senior government officials/ VIPs/ Divyangjan/ students.

- **Tech Capabilities:**

- Microphones – wired or wireless, Microphones – hand held or lavalier, Microphones - table or floor stands.
- Video cameras.
- Portable sound systems, Mixer boards.
- Desktop – laptop computers.
- Projectors.
- Media Sources; CD - DVD - Visual Presenter.
- Screens.
- Lecterns- With / without microphone.
- Supplemental lighting, Specialty lighting – trusses – rigging – spots, Lighting, placement for presenters & speakers.
- Electrical supply OK or additional needed Staging built-in or rental of risers if needed.
- Hand rails and steps to order Background music – Sound effects.
- Speaker-ready rooms (Green room).
- Speaker's live screen review monitor.
- Any other equipment essential for the success of event.

6. Programme and Activity Flow

- Drafting a sequence of event-activities time to time scheduling to be listed in the order that they occurred.
- They go in time order from the beginning to the middle to the end without jumping around in time.

7. Innovative activities using technology during the event.

- Innovative ideas need to be approved by the MoE/ PMO. Necessary presentation and details along with the tentative cost to be submitted to EdCIL before start of activity.

8. Invitees/ Panelist management

- List of Invitees/ Panelist
- Manage Invitations & passes
- Manage Email/ Hard copy Invitations

- Tracking Links
- Follow-up Mechanism

9. **Crowd management** – The successful bidder should keep sufficient trained manpower to control overcrowding inside and outside of the main event area. Necessary barricading/ way to be designated wherever required.

10. **Minimum Infrastructure required:**

- Stage size with combination of elevated and ground level design accommodating the necessary equipment/ instruments with suitable lighting effects.
- Stage Lighting should be of suitable rating & of reputed brand as per the requirement of the event and stage Necessary lighting arrangements for live telecast of the event.
- Suitable LED installation with Suitable number of rated projectors for projection system.
- Professional sound system of reputed brand of required capacity as per event including Public Address Services.
- Silent diesel power generator sets of desired capacity at location of event in compliance to the Latest state and Central Govt Environmental rules and Guidelines.
- The requirements/ items as mentioned above & in BOQ of this tender may likely to change as per the layout or design finalised by Client/MOE or may change due to security/ protocol reasons. Quantities executed may be paid as per actual.
- Arrangements of mobile toilets.

Please Note: The successful bidder shall also have the option to place before the Client any new technology/ new concept/ new idea w.r.t the arrangements, infrastructure requirements etc. as part of the Concept Presentation. The Client reserves the right to approve/ disapprove the same and no change in the above stated infrastructure requirements or event capacity shall be allowed without prior written approval of the Client.

Time Line:

After selection of the agency, the agency will be issued with a work order. On acceptance of the work order, the agency will immediately submit a time schedule for all major and minor activities of Media production and On ground activation. Selected bidder shall start the process of rolling out of activities in parallel.

NOTE:

- a) The scope of work is not restricted and the suggestions from the agencies will be welcomed
- b) The agency will provide full support/ execute any other activities assigned to them time to time by PMO/ MOE/ EdCIL during/post event.
- c) Variations can happen in scope, quantities, time, locations and program activities. Verbal communication followed by Written communication shall be made for any changes or addition or deletions of activities or scope.

- d) Items such as shooting of videos/ films/ documentary is on quoted rates. However, for any additions in cost, the same has to be justified with documents/actual tax paid bills/ market rates/ similar work orders of recent past, if any.

Scope of Work as detailed above may add or delete as per the directions and need of the program and its success. In case of any doubt, CGM (EIS & EPS), EdCIL/ Nodal officer of Ministry of Education may be contacted for clarity.

CHAPTER-6: INSTRUCTIONS TO BIDDERS

1. Technical Eligibility Criteria for the Agencies

1.1. A company with proven experience in Digital & Social Outreach (Celebrity, Influencer, Community marketing) with reliable Proprietary Technological tools for impact measurement of a campaign apart from expertise & experience in Creative conceptualisation, Creative Production & On ground Event Management. The experienced agencies worked for large event management having minimum average annual turnover of Rs. 200 Crores in last three completed financial years (F.Y.: 2021-22, 2022-23, 2023-24) and Rs. 300 Crores in any of the last 3 financial years (F.Y.: 2021-22, 2022-23, 2023-24) are only eligible to participate in this process

1.2. The Bidder should not have been blacklisted/ debarred by any Central Government/ Public Sector Undertaking as on the date of bid submission. Copy of undertaking signed by authorized signatory should be submitted with the technical bid.

1.3. The bidder should be an exclusively Talent management and marketing management/ Media company (Pvt Ltd., or Ltd., company/ public Ltd/ partnership firm/ Proprietorship firm/ LLP) for not less than 10 years on the date of tender notification.

1.4. No consortium/ No Joint Venture is allowed.

2. Evaluation of Proposals

2.1. Evaluation of Technical Proposal

Bidders are advised to submit the Technical bid, in a sealed envelope addressed to CGM (EIS & EPS), EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P). The Evaluation Committee intends to evaluate the Technical Proposals, by applying the evaluation criteria as detailed below. Each responsive Proposal shall be given a technical score under Quality & Cost Based Selection (QCBS) criteria.

2.2. Evaluation Criteria

2.2.1. The technically qualified Bidders shall be invited to make a detailed presentation to the EdCIL's Tender Committee in a Power Point Format (PPT) (duration of presentation is 30 minutes) for evaluation purposes. This presentation shall be made only by the eligible qualified Bidders on a scheduled date or time as mentioned else where in the tender at EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201 301 (U.P).

2.2.2. The Technical Proposals of the qualified Bidders shall be analysed and evaluated and the Technical Proposal Marks (TPM) shall be assigned to the proposal of each Bidder. Details of evaluation parameters are as shown below:

S. No.	Bid Component	Technical Proposal Marks
1	Prior experience of the Bidder (Total Marks: 40)	
1a)	<p>The Bidder should have successfully awarded/ executed at least 1 (one) on-ground activation event in last 3 completed financial years (2021-2022, 2022-2023, 2023-2024) and/ or during the current financial year 2024-25 (awarded/ Executed before the date of calling of this tender NIT) for Government of India or any Central Ministry/ Government Departments/ CPSEs or private organizations of a minimum value of Rs. 3 Crore.</p> <p>(i) 3 (three) on-ground events out of which one event should be of a minimum value of Rs. 3 (Three) Crores = 20 Marks (ii) 2 (two) on-ground events out of which one event should be of a minimum value of Rs. 3 (Three) Crore = 10 Marks (iii) 1 (One) on-ground event should be of a minimum value of Rs. 3 (Three) Crore = 5 Marks</p> <p>(Copies of relevant work orders/ letter of award in the name of the bidding agency for such projects handled in the current and last 3 completed financial years and during the current FY 2024-25 should be submitted along with the technical bid.)</p>	20
1b)	<p>The Bidder should have successfully executed at least 01 (one) Video based Episodic series on YouTube in the last 5 completed financial years (2019-20, 2020-21, 2021-22, 2022-23, 2023-24) for any Government of India or any Central Ministry/ Government departments/ CPSEs or private organization. The episodic series should have at least 5 episodes, and one episode should be of minimum 15 minutes.</p> <p>(Copies of relevant work orders in the name of the bidding agency for such projects handled should be submitted along with technical bid.)</p>	10
1c)	<p>The Bidder should have a reliable AI tool for measuring the strategic insights/ social performance of campaigns and projects for social listening and/ or gather data around trends. The bidder should have successfully extracted data of 3 campaigns/ projects using this tool in the last 3 completed financial years (2021-2022, 2022-2023, 2023-2024) and/ or during the current financial year 2024-25 for any Government of India or any Central Ministry/ Government departments/ CPSEs or private organization.</p> <p>(Copies of relevant work order/s, reports generated by tool, in the name of the bidding agency for such projects handled should be submitted along with technical bid.)</p>	10
2	Project team and experience of key personnel (Total Marks: 20)	
2a)	The Bidder should have at least 10 regular professional manpower having relevant experience in organizing indoor/ outdoor media	5

	production and on-ground activation involving Her Excellency the President of India or the Hon'ble Prime Minister. The bidder should have a team of experts in all areas of communication i.e. films, graphics, social, digital, experiential, events, radio, OOH, content marketing, celebrity marketing, activities related to on ground activation, etc. CVs of 10 such professionals to be submitted with technical bid.	
2b)	The bidder should have a pool of celebrities on their own roaster with exclusive rights of performance. Documentary proof to be submitted with technical bid.	10
2c)	Technical Crew with all lead members as specified here with more than 5 years of experience of working in eligible events. (Director, Executive Producer, Head of Production, Director or Photography, Production manager, Production Controller, etc). CVs of such professionals to be submitted with technical bid.	5
3	Media Proposals (Total Marks: 40) (Presentation to be made on concept and flow of maximum duration of 30 minutes to evaluation committee of EdCIL). The bidder shall submit a copy of such presentation in PPT [containing the concepts on proposed video/ audio profile, visual designs, layout details, creative, etc.] which will be kept as record.	
3a)	Understanding the requirements of the Media Production and On Ground activation related concept/ themes for Episodes of the project	20
3b)	Proposed concept & plan of the Media Production and On ground activation <ul style="list-style-type: none"> • Pre-event activities plan for 7 or more Episodes • Tentative plan of activities and Preparation • Creative's ideas • Innovative and tech-based ideas • Lighting & Sound effects • Media plan • End-to-end Media management • On ground activation • Crowd management • Adherence to the protocol of eminent personalities/ celebrities • Designs of Studio/ venue indoor or outdoor sets, Brandings, Decoration etc. • Others 	20
	TOTAL (1+2+3)	100

The Evaluation Committee shall evaluate and rank each Technical Proposal on the basis of the Proposal's responsiveness to the scope using the evaluation criteria and score system specified above. Each Technical Proposal shall receive a technical score as:

$$\text{Technical Proposal Marks (TPM)} = 100 \times \frac{\text{Technical proposal under consideration}}{\text{Highest Technical bid}}$$

The Proposal shall be rejected if it does not achieve the minimum technical marks of 65 (sixty-five) out of maximum of 100 (one hundred) marks.

3. **Evaluation of Financial Proposals**

Financial Proposals of the technically qualified Bidders as evaluated according to the above-mentioned evaluation matrix (i.e. the Bidders scoring more than 65 marks) shall be opened by the Techno-Commercial Evaluation Committee in the presence of the representative of the Bidders, who chose to attend the opening of bids. The quoted fee shall be read out and recorded.

$$\text{Financial Proposal Marks (FPM)} = 100 \times \frac{\text{Lowest Financial Bid}}{\text{Financial Bid under consideration}}$$

The lowest evaluated Financial Proposal will receive a maximum of 100 marks.

4. **Final Evaluation**

The final evaluation will be made on the basis of the following:

- Weightage for the Technical Proposal: 0.7
- Weightage for the Financial Proposal: 0.3

Combined Technical and Financial score, **(HPM) = TPM x 0.7 + FPM x 0.3**

5. **Award of Work**

The Bidder with the highest aggregate score (HPM) on the merit of evaluation shall be awarded the work.

6. **Contract Finalization and Award**

6.1 The EdCIL shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Financial Evaluation to the proposed Project.

6.2 After the EdCIL notifies the successful bidder that its proposal has been accepted, EdCIL shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder(s) between EdCIL and the successful bidder(s).

7. **Failure to agree with the Terms and Conditions of the RFP**

Failure of the successful bidder(s) to agree with the Terms & Conditions of the RFP shall

constitute sufficient grounds for the annulment of the award, in which event EdCIL may award the contract to the next best value bidder or call for new proposals from the interested bidders at its own discretion.

In such a case, EdCIL shall penalize the most responsive Bidder in the form of suspension for participation in future for a period of up to two years.

8. **Obligations of Client**

The Client (EdCIL) will approach MOE for all clearances as shall be obtained by the Ministry. The successful bidder shall be required to render assistance to MOE/ EdCIL on all statutory clearances as required for the assignment, from time to time and for all the activities.

9. **Timelines and Delivery**

- Planning and preparation — Within 2 working days from requisition
- Shoot of Episodes — Within 5 working days from requisition
- Submission of Master films — Within 15 days from shoot date (inclusive of all changes)
- Live date — ready to go live within 2 days from the final delivery of the Master films

10. **Payment schedule**

The selected agency **will be required to submit a Performance Security equivalent to 3%** of contract value (within 3 days from the date of receipt of work order) in the form of Bank Guarantee (issued from Nationalized/ Scheduled bank as per list enclosed at Annexure-V)/ Demand Draft (DD)/ FDR in favour of EdCIL India Limited payable at Noida. (The PBG/ FDR should be valid up to 90 days from the date of completion of the event)

Payment stages-

(a) 40% of the contract value as advance shall be paid on submission of equivalent value of Bank Guarantee from Banks listed elsewhere in the tender document. Equivalent amount of payment can be done against work done bills (GST invoice) against the stages/ items completed in full or in part.

(b) Balance 50% payment shall be made at against each of the items listed in the BOQ of this tender, as per the stage of work done in full or parts. Work done of the stage wise/ activity wise can be raised.

(c) Balance 10% of payment after final bill submission by the agency and on after successful completion of the event to the entire satisfaction of the MOE/ PMO/ EdCIL.

(d) EdCIL reserve its rights to accept or reject any stage of payment in accordance to the satisfaction of MOE/PMO against the successful completion of each activity/item in part/ stage or whole of the work.

NOTE-

1. Payment shall be made only on receipt of payment from the Ministry of Education. In case of any shortcoming and/ or recovery imposed by MOE to EdCIL, the same shall be made from successful bidder on back-to-back basis.
2. Expenditure for the event's execution & its related arrangements shall be the duty of the successful bidder and no activity whatsoever shall be put on hold for release of payment.

8. Loss of Property and/or Life

Any loss of property and/ or life during preparations of the event and the event itself would be borne entirely by the successful bidder and EdCIL shall not be held liable for any claims. The successful bidder shall be responsible for the payments arising out of any Third-Party claims. The successful bidder is advised to procure insurance for meeting such liabilities at his own expense.

9. Consortium

No Joint Venture/ Consortium for submission of this bid is allowed.

10. Confidentiality

10.1 The selected Bidder(s) shall keep confidential all the details and information with regard to the assignment, individual information of resources including documents, employee records, systems, facilities, operations, management and maintenance of the systems/facilities.

10.2 EdCIL or its nominated agencies shall retain all rights to prevent, stop and if required take necessary punitive action against the selected Bidder regarding any forbidden disclosure.

10.3 For the avoidance of doubt, it is expressly clarified that the aforesaid provisions shall not apply to the following information:

- (a) Information already available in the public domain;
- (b) Information which has been developed independently by selected Bidder;
- (c) Information which has been received from a third party who had the right to disclose the aforesaid information;
- (d) Information which has been disclosed to the public pursuant to a court order.

10.4 Any handover of confidential information needs to be maintained in a list, both by EdCIL & selected Bidder(s), containing at the very minimum, the name of provider, recipient, date of generation of the data, date of handing over of data, mode of information, purpose and signatures of both parties.

10.5 Notwithstanding anything to the contrary mentioned hereinabove, selected Bidder(s) shall have the right to share the work order provided to it by EdCIL in relation to this Agreement, with its prospective purchasers solely for the purpose of and with the intent to evidence and support its work experience under this Agreement.

11. Variation in Quantities/ Scope

The Scope of work as mentioned in this tender and BOQ is not restricted and may vary depending upon the last-minute requirements of PMO/ MOE/ EdCIL for any reasons. Work or activity shall not be held for any variation or release of payment against such variation. The variation as per actuals shall be paid provided EdCIL receives payment from the Ministry of Education on back-to-back basis. However, EdCIL reserves its right to hold, adjust, recover the payment for any shortcoming impacting the success of the event or any of its activities.

12. Modifications in program schedule

The EdCIL/ Ministry may ask the successful bidder to submit the video of the rehearsals of the program before the event and the Client has the right to make any modifications, addition or deletion in the program as per its requirements and the same shall have to be incorporated by the successful bidder.

13. Settlement of Disputes

13.1. The parties shall use their best efforts to settle amicably all disputes arising out of or in connection with the agreement or its interpretation. Any dispute between the parties, which cannot be settled amicably within 30 days of receipt, by one party of the other party's request for such amicable settlement, shall be submitted to arbitration by the sole Arbitrator to be appointed by EdCIL. The arbitration proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996. The arbitration proceedings shall be held at New Delhi and the Courts at New Delhi shall have the jurisdiction.

13.2. Either party's performance under this agreement is subject to acts of God, war, epidemics, government regulation, strikes, or any other occurrence of event(s) or emergency beyond the party's control (except for rains), making it impossible, illegal, or commercially impracticable for either party to perform its obligations under this agreement, in whole or in part.

13.3. In any or all cases, no dispute shall impact on the progress & successful execution of event. Disputes appeared during the event shall not hold any activity related to the event. Such dispute/s shall be taken for resolution only after the successful completion of the event.

14. Representations and Warranties

The successful bidder represents and warrants that all services performed under this Agreement shall be of professional quality conforming to generally accepted industry practices. Services performed by the successful bidder which are determined by EdCIL to be of less than professional quality shall, at the EdCIL's option, be corrected by the successful bidder, at the successful bidder's expense. All the materials and arrangements used for the event shall be at the cost of the successful bidder and nothing

to be paid extra for the remaining. The scrap to be cleared by the successful bidder at their own cost.

15. Licenses and Rights for use of Names and Song

15.1. EdCIL does hereby grant to the successful bidder a limited non-exclusive license to use the Event name and EdCIL name solely in connection with the preparations, programmes and management of the events, provided the successful bidder complies with the terms and conditions contained in this Agreement.

15.2. The successful bidder shall not use the name of their own company in any official communication or promotional material pertaining to the event, either before, during or after the event without prior approval of EdCIL.

15.3. The successful bidder shall not use the names and the song/ video/ jingles for any event or purpose other than the said event.

15.4. The authority of the successful bidder to use the names and the song commences upon the effective date of this Agreement and terminates upon the expiration of the term of this Agreement or upon termination of this Agreement, whichever shall occur first.

15.5. The successful bidder shall not sublicense, transfer or assign the use of the names and song/video to any person or entity without the prior consent of the EdCIL.

16. Right to Use of Site

16.1. EdCIL shall hand over the site of the event to the successful bidder, 3 (three) days prior to the date of the event for their preparation and management. Accordingly, the successful bidder, shall be required to handover the site back to the EdCIL within 24 Hours of the completion of the event.

16.2. It is the obligation of the successful bidder, to maintain the horticulture and fixtures already present in the sites during their term of use. In case of damages caused at the sites due to fault of successful bidder, the EdCIL has right to claim for compensation/ recovery from the due payment. The successful bidder, shall not sublicense, transfer or assign the use of the site to any person or entity without the prior consent of the EdCIL.

17. Intellectual Property Rights

The selected Bidder shall not use any material with intellectual property right without prior permission. The Bidder shall have to take any and all permissions and clearance related to intellectual property used during the event. EdCIL shall not be held liable for any default.

18. **Terms of Contract**

The contract shall be effective on the date of its signing and shall continue until the date of the successful completion of both the events unless terminated sooner by either of the parties.

19. **Termination**

The contract shall stand terminated for following reasons:

- a) Successful completion of the event.
- b) In case of non-performance of work due.
 - Due to Force Majeure.
 - Due to non-performance of contract by either of the parties.

20. **In case of Termination due to Force Majeure**

Force Majeure shall mean occurrence in India of any act of God, such as rain, fire, flood, earthquake or other natural calamity causing the cancellation of the event. In such a case, the successful bidder, shall be paid only for the time actually spent planning the event. In case of any material and equipment's cost, the same shall be paid on actual basis.

21. **In case of Termination by Client**

Time is the essence of this event and in case of delay of any activity of this event Client reserves the right to terminate the contract and forfeit PBG submitted by the selected agency and recover other reputational losses from the agency and in such case no payment shall be made to the agency.

22. **In case of Termination by successful bidder**

In case of withdrawal or termination of this agreement by the successful bidder, then the Client shall forfeit the Performance Security submitted by the successful bidder and the client can also forfeit the bank guarantee submitted against the mobilization advance paid to the successful bidder. The Client shall also claim compensation for damages incurred due to termination of contract on actual basis. In such cases, the successful bidder may be declared as defaulter and may be debarred or blacklisted by EdCIL.

23. **Liquidated Damage**

It may kindly be noted that in the event the service provider fails to comply with any one or more terms and conditions mentioned in the RFP document and corrigendum thereto subsequently, EdCIL would reserve it's right to recover liquidated damage up to 10% of the value of contract plus GST in addition to other rights and remedies available to the company shall be at absolute liberty and freedom to treat the proposal as rejected.

Similarly, for any delay, EdCIL would have right to levy liquidated damage maximum up to 10% of the contract value plus GST.

SELF-DECLARATION – NON-BLACKLISTING

(On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

EdCIL (India) Limited

(A Mini Ratna category-I CPSE of Government of India)

EdCIL House, 18 A, Sector-16 A NOIDA – 201301 (U.P.), India

Sir,

In response to the Tender EdCIL/..... dated....., I/We hereby declare that presently our organization is not declared ineligible/black listed/debarred for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted, may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder:

Authorized Signatory:

Seal of the Organization:

Date:

Place:

PERFORMANCE BANK GUARANTEE FORMAT

Name of the Bank: -----

To

EdCIL (India) Ltd.,

18A, Sector-16 A, Noida

In consideration of the EdCIL acting through _____ (Designation & address of Contract Signing Authority), (hereinafter called "The EdCIL (India) Ltd") having agreed under the terms and conditions of agreement/Contract Acceptance letter No. _____ dt. Made between (Designation & address of contract signing Authority) and (herein after called "the said Service provider" for the work (here in after called "the said agreement") having agreed for submission of a irrevocable Bank Guarantee Bond for Rs. (Rs.only) as a performance security Guarantee from the Service Provider for compliance of his obligations in accordance with the terms & conditions in the said agreement.

1. We.....(indicate the name of the Bank) hereinafter referred to as the Bank, undertake to pay to the EdCIL (India) Ltd an amount not Rs. (Rs.only)on demand by the EdCIL (India)Ltd.
2. We..... (indicate the name of the bank, further agree that (and promise) to pay the amounts due and payable under this guarantee without any demur merely on a demand from the EdCIL (India) Ltd through the Chief General Manager, EdCIL (India) Ltd, Noida or ----- (Designation & Address of contract signing authority), stating that the amount claimed is due by way of loss or damage caused to or would be caused or suffered by the EdCIL (India) Ltd by reason of any breach by the said Service Provider of any of the terms of conditions contained in the said agreement or by reason of the Service Provider failure to perform the said agreement. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs. (Rs.only).
3. (a) We (indicate the name of Bank) further undertake to pay to the EdCIL (India) Ltd any money so demanded notwithstanding any dispute or dispute raised by the Service Provider in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.

(b) The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Service Provider shall have no claim against us for making such payment.

4. We..... (indicate the name of bank) to further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the EdCIL (India) Ltd under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged by (Designation & Address of contract signing authority) on behalf of the EdCIL (India) Ltd, certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Service provider and accordingly discharges this guarantee.

5 (a) Notwithstanding anything to the contrary contained herein the liability of the bank under this guarantee will remain in force and effect until such time as this guarantee is discharged in writing by the EdCIL (India) Ltd or until (date of validity/ extended validity) whichever is earlier and no claim shall be valid under this guarantee unless notice in writing thereof is given by the EdCIL (India) Ltd within validity/ extended period of validity of guarantee from the date aforesaid.

(b) Provided always that we.....(indicate the name of the Bank) unconditionally undertakes to renew this guarantee or to extend the period of guarantee form year to year before the expiry of the period or the extended period of the guarantee, as the case may be on being called upon to do so by the EdCIL (India) Ltd. If the guarantee is not renewed or the period extended on demand, we (indicate the name of the Bank) shall pay the EdCIL (India) Ltd the full amount of guarantee on demand and without demur.

6. We, (indicate the name of Bank) further agree with the EdCIL (India) Ltd that the EdCIL (India) Ltd shall have the fullest liberty without our consent and without effecting in any manner out of obligations hereunder to vary any of the terms and conditions of the said contract from time to time or to postpone for any time or from time to time any to the powers exercisable by the EdCIL (India) Ltd against the said service provider and to forbear or enforce any of the terms and conditions of the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said service provider for any bearance act or omission on the part of the EdCIL (India) Ltd or any indulgence by the EdCIL (India) Ltd to the said service provider for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.

This guarantee will not be discharged by any change in the constitution of the Bank or the Service Provider.

7. We, (indicate the name of the bank) lastly undertake not to revoke this guarantee except with the previous consent of the EdCIL (India) Ltd in writing.

8. This guarantee shall be valid up to (Date of Completion plus Handholding Period). Unless extended on demand by EdCIL (India) Ltd. Notwithstanding anything to the contrary contained hereinbefore, our liability under this guarantee is restricted to Rs.....

(Rs.....only) unless a demand under this guarantee is made on us in writing on or before..... we shall be discharged from our liabilities under this guarantee thereafter.

Dated: the day of For

(indicate the name of bank)

Signature of Banks Authorized official

(Name)-----

Designation with Code No. -----

Full Address-----

Witness:

- 1.
- 2.

POWER OF ATTORNEY

Know all men by these presents, we..... (name of service provider and address of the registered office) do hereby constitute, nominate appoint and authorize Mr./Ms.....son/daughter/wife of and presently residing at....., who is presently employed with /retained by us and holding position of.....as our true and lawful attorney(hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things are as necessary or required in connection with or incidental to submission of our proposal for and selection as the <project title> for the <name of the client>.....project, proposed to be developed by the..... (the "client") including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre bid and other conferences and providing information/responses to the client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the client in all matter in connection with or relating to or arising out of our Proposal for the said project /or upon award thereof to us till the entering into of the Agreement with the client.

AND, we do hereby agree to ratify and conservice provider all acts, deeds and things lawful done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this power and Attorney and that all acts, and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

[IN WITNESS WHEREOF WE.....THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON

THISDAY OF2025.

For (Name and registered address of client)

(Signature, name, designation, and address)

Witness:

1. (Signature, name and address)
2. (Signature, name and address) Notarised

Accepted

.....

(Signature, name, designation, and address of the attorney) Notes:

1. The mode of the execution of the power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under seal affixed in accordance with the required procedure.
2. Wherever required, the applicant should submitted for verification the extract of the charter documents and other documents such as a resolution/Power of Attorney in favour of the person executing this Power of Attorney for delegation of power hereunder on behalf of the applicant.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power and Attorney is being issued. However, the Power of Attorney provided by the applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy it is carries a conforming Apostle certificate.

PROFORMA PRE CONTRACT INTEGRITY PACT

GENERAL

This pre-contract Agreement (hereinafter called the Integrity Pact) is made on ___ day of the month of 2025, between, on one hand, acting through Shri/Smt. _____, Designation, EdCIL (India) Limited (hereinafter called the "BUYER"/ "EdCIL" interchangeably, which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part

AND

M/s _____ represented by Shri _____, Chief Executive Officer (hereinafter called the "BIDDER/Seller" which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

WHEREAS the EdCIL proposes to procure services towards "____(TITLE OF THE TENDER)-- ---" for its clients and BIDDER/ Seller is willing to offer the said services and related items as referred to in the Bid document no. Dated 2025.

WHEREAS the BIDDER is a private company /public company / Government undertaking / partnership / registered expert agency, constituted in accordance with the relevant law in the matter and the EdCIL is a Public Sector Undertaking under Ministry of Education performing its functions.

NOW, THEREFORE,

To avoid all forms of corruption by following a system that is fair, transparent and free from any influence / prejudiced dealings prior to, during and subsequent to the currency of the contract to be entered into with a view to:

Enabling the EdCIL to obtain the desired services as referred to in the Bid document no. dated2025 at a competitive rate in conformity with the defined specifications by avoiding the high cost and the distortionary impact of corruption on public procurement and Enabling BIDDERS to abstain from bribing or indulging in any corrupt practice in order to secure the contract by providing assurance to them that their competitors will also abstain from bribing and other corrupt practices and the EdCIL will commit to prevent corruption, in any form, by its officials by following transparent procedures.

The parties hereto hereby agree to enter into this Integrity Pact and agree as follows:

1. Commitments of EdCIL

1. The EdCIL undertakes that no official of the EdCIL, connected directly or indirectly with the contract, will demand, take a promise for or accept, directly or through intermediaries, any bribe, consideration, gift, reward, favour or any material or

immaterial benefit or any other advantage from the BIDDER, either for themselves or for any person, organization or third party related to the contract in exchange for an advantage in the bidding process, bid evaluation, contracting or implementation process related to the contract.

2. The BUYER will, during the pre-contract stage, treat all BIDDERS alike, and will provide to all BIDDERS the same information and will not provide any such information to any particular BIDDER which could afford an advantage to that particular BIDDER in comparison to other BIDDERS.
3. All the officials of the EdCIL will report to the appropriate Government office any attempted or completed breaches of the above commitments as well as any substantial suspicion of such a breach.

2. In case any such preceding misconduct on the part of such official(s) is reported by the BIDDER to the EdCIL with full and verifiable facts and the same is prima facie found to be correct by the EdCIL, necessary disciplinary proceedings, or any other action as deemed fit, including criminal proceedings shall be initiated by the EdCIL and such a person shall be debarred from further dealings related to the contract process. In such a case while an enquiry is being conducted by the EdCIL the proceedings under the contract would not be stalled.

3. Commitments of Bidders

The BIDDER commits itself to take all measures necessary to prevent corrupt practices, unfair means and illegal activities during any stage of its bid or during any pre-contract or post-contract stage in order to secure the contract or in furtherance to secure it and in particular commit itself to the following:

1. The BIDDER will not offer, directly or through intermediaries, any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the EdCIL, connected directly or indirectly with the bidding process, or to any person, organization or third party related to the contract in exchange for any advantage in the bidding, evaluation, contracting and implementation of the contract.
2. The BIDDER further undertakes that it has not given, offered or promised to give, directly or indirectly any bribe, gift, consideration, reward, favour, any material or immaterial benefit or other advantage, commission, fees, brokerage or inducement to any official of the EdCIL or otherwise in procuring the Contract or forbearing to do or having done any act in relation to the obtaining or execution of the contract or any other contract with the Government for showing or forbearing to show favour or disfavor to any person in relation to the contract or any other contract with the Government.
3. Bidders shall disclose the name and address of agents and representatives and Indian BIDDERS shall disclose their foreign principals or associates.

4. BIDDERS shall disclose the payments to be made by them to agents/brokers or any other intermediary, in connection with this bid/contract.
5. The BIDDER further confirms and declares to the EdCIL that the BIDDER is the original manufacturer/integrator/authorized government sponsored export entity and has not engaged any individual or firm or company whether Indian or foreign to intercede, facilitate or in any way to recommend to the EdCIL or any of its functionaries, whether officially or unofficially to the award to the contract to the BIDDER, nor has any amount been paid, promised or intended to be paid to any such individual, firm or company in respect of any such intercession, facilitation or recommendation, as the case shall be for satisfactory performance of the proposed terms of Bidder.
6. The BIDDER, either while presenting the bid or during pre-contract negotiations or before signing the contract, shall disclose any payments he has made, is committed to or intends to make to officials of the EdCIL or their family members, agents, brokers or any other intermediaries in connection with the contract and the details of services agreed upon for such payments.
7. The BIDDER will not collude with other parties interested in the contract to impair the transparency, fairness and progress of the bidding process, bid evaluation, contracting and implementation of the contract.
8. The BIDDER will not accept any advantage in exchange for any corrupt practice, unfair means and illegal activities.
9. The BIDDER shall not use improperly, for purposes of competition or personal gain, or pass on to others, any information provided by the EdCIL as part of the business relationship, regarding plans, technical proposals and business details, including information contained in any electronic data carrier. The BIDDER also undertakes to exercise due and adequate care lest any such information is divulged.
10. The BIDDER commits to refrain from giving any complaint directly or through any other manner without supporting it with full and verifiable facts.
11. The BIDDER shall not instigate or cause to instigate any third person to commit any of the actions mentioned above.
12. If the BIDDER or any employee of the BIDDER or any person acting on behalf of the BIDDER, either directly or indirectly, is a relative of any of the officers of the EdCIL, or alternatively, if any relative of an officer of the EdCIL has financial interest/ stake in the BIDDER's firm, the same shall be disclosed by the BIDDER at the time of filing of Bid.
13. The BIDDER shall not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of the EdCIL.

4. PREVIOUS TRANSGRESSION

1. The BIDDER declares that no previous transgression occurred in the last three years immediately before signing of this integrity pact, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify BIDDER's exclusion from the bid process.
2. The BIDDER agrees that if it makes incorrect statement on this subject. BIDDER can be disqualified from the Bid process or the contract, if already awarded, can be terminated for such reason.

5. EARNEST MONEY DEPOSIT

1. While submitting Technical bid, the BIDDER shall deposit an amount of Rs. as Earnest Money with the EdCIL through Account Payee Bank Draft or a Pay Order in favour of EdCIL (India) Limited.
2. The instrument for Security Deposit made shall be valid up to the specified period and the bidder shall be liable to keep the said instrument valid for such extended period as the case shall be for satisfactory performance of the terms of Bidder above referred till the complete conclusion of the contractual obligations to the complete satisfaction of both the BIDDER and the EdCIL, including warranty period, whichever is later.
3. In case of the successful bidder a clause would also be incorporated in the Article pertaining of Performance Bond in the corresponding Contract governing such agreement that the provisions of Sanctions for Violation shall be applicable for encashment of Performance Bank Guarantee deposited towards forfeiture of said amount in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing such sanction.
4. No interest shall be payable by the EdCIL to the BIDDER on Earnest Money Deposit for the period of its currency.

6. SANCTIONS FOR VIOLATIONS

1. Any breach of the aforesaid provisions by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER) shall entitle the EdCIL to take all or any one of the following actions, wherever required:
 - i. To immediately call off the pre contract negotiations without assigning any reason or giving any compensation to the BIDDER. However, the proceedings with the other BIDDER(s) would continue.
 - ii. The Earnest Money Deposit (in pre-contract stage) and/or Security Deposit /

Performance Bond (Bank Guarantee) (after the contract is signed) shall stand forfeited either fully or partially, as decided by the EdCIL and the BUYER (EdCIL) shall not be required to assign any reason therefore.

- iii. To immediately cancel the contract, if already signed, without giving any compensation to the BIDDER.
 - iv. To recover all sums already paid by the EdCIL, and in case of an Indian BIDDER with interest thereon at 2% higher than the prevailing Prime Lending Rate of State Bank of India, while in case of a BIDDER from a country other than India with interest thereon at 2% higher than the LIBOR as the case shall be. If any outstanding payment is due to the BIDDER from the EdCIL in connection with any other contract for any other stores or on any account whatsoever and by whatsoever name called, such outstanding payment could also be utilized to recover the aforesaid sum and interest thereto.
 - v. To encash the advance bank guarantee and performance bond/warranty bond, if furnished by the BIDDER, in order to recover the payments, already made by the EdCIL, along with interest.
 - vi. To cancel all or any other Contracts with the BIDDER. The BIDDER shall be liable to pay compensation for any loss or damage to the EdCIL resulting from such cancellation/rescission and the EdCIL shall be entitled to deduct the amount so payable from the money(s) due to the BIDDER.
 - vii. To debar the BIDDER from participating in future bidding processes of the Government of India for a minimum period of five years, which shall be further extended at the discretion of the EdCIL.
 - viii. To recover all sums paid in violation of this Pact by BIDDER(s) to any middleman or agent or broker with a view to securing the contract.
 - ix. In cases where irrevocable Letters of Credit have been received in respect of any contract signed by the EdCIL with the BIDDER, the same shall not be opened.
 - x. Forfeiture by way of encashment of Performance Bond in case of a decision by the EdCIL to forfeit the same without assigning any reason for imposing sanction for violation of this Pact.
2. The EdCIL will be entitled to take all or any of the actions mentioned at Para 6.1(i) to (x) of this Pact also on the Commission by the BIDDER or any one employed by it or acting on its behalf (whether with or without the knowledge of the BIDDER), of any offence as defined in Chapter IX of the Indian Penal code, 1860 or Prevention of Corruption Act, 1988 or any other statute enacted for prevention of corruption.
 3. The decision of the EdCIL to the effect that a breach of the provisions of this Pact has been committed by the BIDDER shall be final and conclusive on the

BIDDER. However, an Independent Monitor(s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.

7. INDEPENDENT MONITORS

1. An Independent monitor (s) shall be appointed by EdCIL, in case of breach of the provisions of the pact.
2. The task of the Monitors shall be to review independently and objectively, whether and to what extent the parties comply with the obligations under this Pact.
3. The Monitors shall not be subject to instructions by the representatives of the parties and perform their functions neutrally and independently.
4. Both the parties accept that the Monitors have the right to access all the documents relating to the project / procurement, including minutes of meetings.
5. As soon as the Monitor notices, or has reason to believe, a violation of this Pact, he will so inform the Authority designated by the EdCIL.
6. The BIDDER(s) accept that the Monitor has the right to access without restriction to all Project documentation of the EdCIL including that provided by the BIDDER. The BIDDER will also grant the Monitor, upon his request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Sub-bidders. The Monitor shall be under contractual obligation to treat the information and documents of the BIDDER/Sub-bidder(s) with confidentiality.
7. The EdCIL will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the parties. The parties will offer to the Monitor the option to participate in such meetings.
8. The Monitor will submit a written report to the designated Authority of BUYER/Secretary in the Department/within 8 to 10 weeks from the date of reference or intimation to him by the EdCIL / BIDDER and, shall the occasion arise, submit proposals for correcting problematic situations.

8. FACILITATION OF INVESTIGATION

In case of any allegation of violation of any provisions of this Pact or payment of commission, the EdCIL or its agencies shall be entitled to examine all the documents including the Books of Accounts of the BIDDER and the BIDDER shall provide necessary information and documents in English and shall extend all possible help for the purpose of such examination.

9. LAW AND PLACE OF JURISDICTION

This Pact is subject to Indian Law. The place of performance and jurisdiction is the seat of the EdCIL.

10. OTHER LEGAL ACTIONS

The actions stipulated in this Integrity Pact are without prejudice to any other legal action that shall follow in accordance with the provisions of the extant law in force relating to any civil or criminal proceedings.

11. VALIDITY

1. The validity of this Integrity Pact shall be governed by the terms of the NIT No. _____ towards complete execution of the contract to the satisfaction of both the EdCIL and the BIDDER/Seller, including warranty period, whichever is later. In case BIDDER is unsuccessful, this Integrity Pact shall expire after six months from the date of the signing of the contract awarding the Bidder with successful bidder.
 2. Shall one or several provisions of this Pact turn out to be invalid; the remainder of this Pact shall remain valid. In this case, the parties will strive to come to an agreement to their original intentions.
12. The parties hereby sign this Integrity Pact at _____ on _____.

EdCIL (India) Limited

BIDDER

Name of the Officer :

CHIEF EXECUTIVE OFFICER

Designation:

Witness:

Witness

a) _____

1. _____

b) _____

2. _____

(The Pre Contract Integrity Pact shall be modified based in line with the conditions of the Bid Documents).

ANNEXURE-V

LIST OF AUTHORISED BANKS FOR BG

Any Guarantee issued by PSU Bank (or) Private Bank operating in India must be operational and invocable in Noida only. For Guarantee to be operational in Noida the issuing bank must designate a specified Bank Branch in Noida.

Following banks are permissible for accepting Bank Guarantees:

I- SCHEDULED PUBLIC SECTOR BANKS

Sr.No	Name of the Bank
1	Bank of Baroda
2	Bank of India
3	Bank of Maharashtra
4	Canara Bank
5	Central Bank of India
6	Indian Bank
7	Indian Overseas Bank
8	Punjab & Sind Bank
9	Punjab National Bank
10	State Bank of India
11	UCO Bank
12	Union Bank of India

II- SCHEDULED PRIVATE SECTOR BANKS

Sr.No	Name of the Bank
1	HDFC Bank Ltd
2	ICICI Bank Ltd
3	Axis Bank Ltd
4	Kotak Mahindra Bank Ltd
5	IndusInd Bank Ltd

Annexure-VI**Mandate for Electronic Fund Transfer through RTGS**

1	Name of the Grantee Organization	EdCIL (India) Limited
2	Address of the Grantee organization	EdCIL House, Plot No. 18A, Sector-16A, Noida- 201301
3	Telephone No	0120-2512001-006, FAX- 0120-2515372
4	Particular of Bank Account	
A	Bank Name	State Bank of India
B	Branch Name & Address	(00691) New Delhi Main Branch-11, Parliament Street, New Delhi, NCT of Delhi - 110001
C	City of the Bank Branch	Delhi
D	9 Digit MICR Code Number of Branch	110002087
E	Type of Account	Current Account
F	BSR code of Bank (4 Digit code)	0000691
G	Account Number (15-digit code (in digit))	36830596465
H	Account Number (15-digit code (in words))	Three Six Eight Three Zero Five Nine Six Four Six Five
I	IFSC Code	SBIN0000691
J	Customer ID	829441
K	Whether this branch is RTGS enabled	Yes

Form: Technical Proposal Details

1. Understanding of the Requirement (Not More than 2 pages)
2. Concept Note for AV Production (Not More than 3 pages)
3. Script of Video (Not More than 2 pages)
4. Risks and Mitigation Measures (Not more than 1 page)
5. Bidders experience Format–Please attach required documentary evidence as mentioned in the RFP for each of the assignment. In addition, please provide details as per format below

• List of Projects

S. no.	Name of project	No of videos	Client name

CVs of Professionals

<p>a) Proposed Position for the Project b) Name of Resource: c) Date of Birth: dd/mm/yyyy d) Country of Citizenship/ Residence e) Countries where the resource has worked f) Areas of expertise relevant to the RFP g) Overall experience (In Total Years) h) Experience (In Total Years) i) Experience as Creative Expert/Script Writer/Cinematographer/Video Editor (In Total Years)</p> <p>*Separate CVs for each professional required</p>	

Education:

Degree Obtained	University/Institution	Year Obtained

Employment record relevant to the assignment: -

Period	Employing organization & resource title / position. Contact information for references	Country	Client Type (Government / PSU/ Corporate)	Summary of activities performed relevant to the Assignment

Resource contact information: (e-mail, phone)

Certification:

I the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience and I am available to undertake the

assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by EdCIL.

Name of Resource:

Signature:

Date: DD/MM/2025

Representative of the Bidder Signature:

FINANCIAL BID

(To be uploaded separately)

Financial Bid Covering Letter

<<On Bidder's Letter head>>

To,

Chief General Manager (EIS & EPS),
EdCIL (India) Limited
EdCIL House,18A,
Sector 16A, Noida. (U.P)

Subject: Media Production and on ground activation of "**Pariksha Pe Charcha 2025**" with all related activities, preparations, media activities and protocols.

Sir/Madam,

We, the undersigned, offer to provide the media services for PPC 2025 in accordance with your detailed terms of reference dated _____ subsequent corrigendum (if any). Our attached financial proposal is attached in a sealed cover. This amount is including of all the taxes. Details of taxes are provided in the financial bid format.

3. PRICE AND VALIDITY

- a) All the rates mentioned in our bid are in accordance with the terms as specified in the detailed terms of reference documents. All the rates and other terms and conditions of this Bid are valid for the entire duration of the contract.
- b) We hereby confirm that we understand that all the applicable taxes shall be including in the prices mentioned in the Financial Bid.

2. QUALIFYING DATA

We confirm having submitted the information as required by the detailed terms of reference document. We are not submitting any assumptions or conditions with our financial proposal as it is all inclusive proposal. EdCIL reserves the right to reject our proposal in case of any discrepancy or conditions found with our proposal.

3. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the detailed terms of reference document. Our bid prices are mentioned in the submitted Financial Bid.

Our Financial Bid shall be binding upon us subject to expiration of the validity period of the Proposal.

We understand you are not bound to accept any proposal you receive. We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

Thanking you,

(Authorized Signatory of Bidder)

Signature:

Name:

Designation:

Address:

Seal:

Date:

Financial Bid Format

(to be uploaded online in excel sheet provided with the tender document):

S. no	Description	Total Amount (Rs.)
1	Media Production and on ground activation of "Pariksha Pe Charcha 2025" with all related activities, preparations, media activities and protocols	
	Total Amount (Exclusive of taxes) (Rs.)	
	GST (in %)	
	GST (in Rs.)	
	Total Amount (Inclusive of taxes)	
	Total Amount (Exclusive of taxes) (in Words):	
	
	GST (in Words):	
	
	Total Amount (Inclusive of taxes) (in Words):	
	

Note:

1. The service provider should satisfy him/ herself about the detailed scope of work and quote based on the actual requirement befitting an occasion of the kind being planned. He would be responsible for end-to-end success of the media activities. He may separately indicate any other item considered to have excluded for end-to-end success of a prestigious event of this nature.
2. Any extra/ deviation/ additional/ substitute items shall be paid as per DAVP approved rates, wherever applicable.
3. The rates should include all expenses whatsoever for the complete event as indicated in the above said BOQ including the rates for all coordination with the EdCIL/ MOE/ PMO/ NIC/ MyGov/ DD/ AIR etc.
4. The prices quoted by the bidder shall be fixed for the quantity mentioned for the duration of the contract and shall not be subject to adjustment on any account.

(Authorized Signatory of the bidder)

Signature:

Name:

Designation:

Address:

Seal:

Date:

Media Production and on ground activation of "Pariksha Pe Charcha 2025"

Sl.	Description of Items	Qty.	Unit Price (Rs.)	Amount (Rs.)
	Venue:			
1.	-Film studio rental for set up, rehearsal & shoot (3-4 days per episode)	7		
2.	-Set design & management of venue / studio	7		
	Celebrity management:			
3.	-Celebrity fees per episode (2 panelists + 1 anchor)	21		
4.	- Additional entourage	21		
4	-Travel cost (domestic only)	21		
	Students' management (50 students per episode):			
6	-Transportation	350		
7	-Refreshments / Meals	350		
8	-Merchandise	350		
	Production & Post Production:			
9	-Crew & manpower (director, camera & sound crew, additional support)	7		
10	-Equipment	7		
11	-Scripting & conceptualization	7		
12	-Monitoring & analysis in real-time using AI technology	7		
13	-Interactive displays & elements	7		
14	-Activities & presentations for students	7		
15	-Post Production (edit, mastering, teasers, graphics, packaging)	7		
	On ground activation			
16	-Interactive sessions & workshops for show	7		
17	-In schools	7		
18	Security protocols & management	7		
19	Music anthem with celebrity musician (Lyrics, Concept, Talent, Composition, Singing, Editing of music video)	1		
20	Competition engagement & rewards	7		
21	Awareness campaign for each episode across platforms	7		
22	Social media awareness & publicity for each episode	7		

23	TVC production (pre-event teasers & promo) (Conceptualizing, editing, packaging)	1		
24	Creative strategy for the series	1		
	Total (Exclusive taxes)			